DIGITAL WARS

Apple, Google, Microsoft and the Battle for the Internet

数字战争

苹果、谷歌与微软的商业较量

历数20世纪90年代至乔布斯逝世
IT巨头企业为占据细分领域优势而展开的争夺

《卫报》资深科技编辑深度解读
全球IT巨头充满竞争、相互砥砺的发展历程

[英]查尔斯·亚瑟(Charles Arthur)◎著
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[24] 1999[illegible] FingerWorks[illegible]iGesture[illegible]2005[illegible]FingerWorks[illegible]——[illegible]

[25] USP[illegible]Unique Selling Proposition[illegible]——[illegible]

[26] [illegible]2006[illegible]9[illegible]14[illegible]——[illegible]

[27] Lotus[illegible]IBM[illegible]Word Perfect[illegible]Novell[illegible]——[illegible]

[28] Nomad[illegible]SEGA[illegible]1995[illegible]——[illegible]

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[illegible]“[illegible]”iPhone[illegible]2010[illegible]1[illegible]HTC[illegible]2.1[illegible]iPhone[illegible]“[illegible]400[illegible]”[illegible]·[illegible]Walter Isaacson[illegible]“[illegible]

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[illegible]2010[illegible]LG[illegible]RIM[illegible]——[illegible]59%[illegible]“[illegible]”[40][illegible]30%[illegible]RIM[illegible]

2011[illegible]4[illegible]iPhone[illegible]1 860[illegible]123[illegible]2 420[illegible]8 430[illegible]——[illegible]71[illegible]103[illegible]4[illegible]iPhone[illegible]660[illegible]147[illegible]213[illegible]190[illegible]275[illegible]3[illegible]iPhone[illegible]2 000[illegible]1 700[illegible]40%[illegible]

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[illegible]GPS[illegible]10~15[illegible]

[29] i-mode[illegible]——[illegible]

[30] IMEI[illegible]International Mobile Equipment Identity[illegible]15[illegible]“[illegible]”[illegible]——[illegible]

[31] [illegible]QWERTY[illegible]——[illegible]

[32] Pinch[illegible]——[illegible]

[33] APN[illegible]Access Point Name[illegible]——[illegible]

[34] HTML[illegible]Hyper Text Mark-up Language[illegible]——[illegible]

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[36]Metro[illegible]“tile”[illegible]——[illegible]

[37] [illegible]Metro[illegible]“glance and go”[illegible]“Metro”[illegible] ——[illegible]

[38] obviousness[illegible]nonobviousness[illegible]——[illegible]

[39] [illegible]Vertical Integration[illegible]: [illegible]——[illegible]

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[illegible]Courier[illegible]Windows[illegible]Windows Phone——[illegible]Windows[illegible]Office[illegible]Windows[illegible]Office[illegible]Windows Phone[illegible]Windows[illegible]Windows[illegible]56[illegible]40[illegible]Courier[illegible]Courier[illegible]40[illegible]——[illegible]

[illegible]·[illegible]2010[illegible]Windows 7[illegible]“[illegible]”[illegible]Windows 7[illegible]Windows[illegible]

[illegible]100[illegible]——[illegible]——[illegible]·[illegible]John Gruber[illegible]“[illegible]”

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[illegible]CES[illegible]·[illegible]Yerba Buena Center[illegible]iPad[illegible]iPod[illegible]iPhone[illegible]iPad[illegible]“[illegible]”[illegible]

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[illegible]iPad[illegible]2008[illegible]4[illegible]PA Semi——[illegible]ARM[illegible]——ARM[illegible]iPad[illegible]10[illegible]10[illegible]4:3[illegible]——[illegible]——[illegible]iPhone[illegible]

4[illegible]iPad[illegible]——[illegible]·[illegible]Windows[illegible]4[illegible]Courier[illegible]iPad[illegible]·[illegible]Rebecca Norlander[illegible]

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